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INFORMATION CALENDAR

OFFICE OF INFORMATION U. S. DEPARTMENT OF AGRICULTURE

March 10, 1945

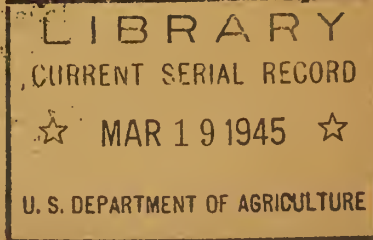
No. 101

STEPPED-UP CHICKEN MEAT PRODUCTION is the answer proposed by WFA to limited civilian "red" meat supplies. Nearly one-fifth of estimated 1945 chicken production will go to the Armed Forces and for other overseas use, leaving to civilians not more than 20 pounds per capita--about one-sixth less than last year's supply. Farmers are urged to place orders for extra chicks immediately, in order to market birds up to 4 pounds in weight by late July. Extra laying pullets ARE NOT NEEDED. Extra chicks should be bought for meat production only.

RECENT LEGISLATIVE DEVELOPMENTS of agricultural significance: March 2, the House passed an appropriation bill which includes funds for the control of incipient and emergency outbreaks of insect pests and plant diseases, for fighting forest fires, and for subscriptions to FOIC capital stock. March 3, House agreed to a resolution which continued the availability of funds for the Agriculture Committee Marketing investigation. March 5, the House received supplemental appropriation estimates for crop insurance administrative expenses and penalty mail costs, for BAE wage rate analyses, for BPI muscadine grape research, and for E&PQ spruce bud worm investigations. March 6, Rules Committee reported a resolution for the consideration of the CCC bill.

"AGRICULTURE SERVES PUBLIC'S INTEREST" is the title of an article by Secretary Wickard which is scheduled to appear in the April issue of "Domestic Commerce", an official monthly publication of the Department of Commerce. This is one of a series of stories from the different government agencies telling the businessman what services are available from each agency as a direct dividend for the taxes he pays and the war bonds he buys.

"GROW YOUR OWN" The first print of a film of this title, which tells in a humorous vein what to do and what not to do in growing that Victory Garden, was completed last week. It will be distributed to the State film depositories some time next week. . . . Prints for "VICTORY HARVEST," the farm labor recruitment movie mentioned in the February 17 Calendar, will be released about the end of March. Wide distribution of this film is being encouraged in order to reach as many prospective part- or full-time farm workers in towns and cities as possible. Extra prints will be sent to State Extension Services and other depositories for this purpose.



YOUR HOME AND GARDEN show on March 17 will be a continuation of the March 10 discussion of planting the early vegetables, by Ernie Moore and Duke DuMars, plus the current homemaker news by Ruth Van Deman.

USDA RELEASES OF SPECIAL IMPORTANCE. . . . Hospital butter program continued--389; WFA price support program for dried apples--391; Retail prices of 8 out of 24 kinds of field seeds lower this year--393; Movement of Maine potatoes by boat announced--398; Frosts and low prices curtail Mexican tomato exports--399; WFA urges increased meat production from early chicks--423; Eight-point program for dairymen emphasized--429; Spring wheat and flax insurance available now--431; Wheat, cotton farmers protected in shifts to war crops--432.

OPA RELEASES OF INTEREST TO AGRICULTURE. . . . Retailers must make good invalid sugar stamps before being supplied with more sugar--OPA-5352; Allotments of rationed foods will be provided imported workers--5365; Government contracts with processors for purchase of 1945 pack of foods must reflect new ceiling prices--T-3040; Cost-plus pricing provided producers of ethyl alcohol using grain and molasses--T-3033; Price actions affecting sellers of grain and grain products--T-3024; Improved methods for determining maximum charges for textile sacks or other containers given sellers of feed ingredients for animals--T-3029; Country shippers' ceiling price for green peas announced for period of March 6-31--5372; Ceiling prices established for grower-packers' and packers' sales of 1944 and later crops of Connecticut shade-grown tobacco--5374.

A.W.V.S. GARDEN CLUB OF THE AIR. . . . In a recent letter to Director of Information Keith Himebaugh, the National Committee "Food for Victory" of the American Women's Voluntary Services said that "The National Committee 'Food For Victory' take pleasure in cooperating with the Department of Agriculture on the development of the food programs for 1945 which will be centered upon Victory Gardens, Home Food Preservation, and Crop Corps." To back this statement up the A.W.V.S. Garden Club of the air, consisting of a "symposium of garden authorities" will be heard the first and third Wednesdays of each month beginning March 7 over WWRL, a New York station. Subjects scheduled for the next few months include Victory Gardens in general, Discussion on Soils, Starting the Victory Garden, Fruit Pests, Trees and Shrubs, Industrial Gardens, Succession Planting, and How Newspapers Serve Gardeners, thus carrying the program through May 2. This is a splendid example of "get-up-and-go" that means a great deal to the wartime food programs of 1945.

"ROE McDANOLDS HAS A FARM,". . . a dairy farm. This is the title of an informative little booklet, AIS-9, issued in January by AAA, describing how Roe McDanolds' cows make high records in milk production on his New Hampshire farm with a minimum of grain. The addition of Ladino clover seed to his pasture mixture, a good dairy herd, and proper care of his soil are some of the secrets of his success explained in this well-illustrated booklet. Copies are available from the Office of Information.

FAT SALVAGE PROGRAM. . . . Kits of informational aids, which will require local adaptation, were sent out March 8 to the regional offices of the Office of Supply, plus some distribution to OS district people.

THE SENATE AGRICULTURAL APPROPRIATIONS SUBCOMMITTEE has been selected as follows:

Richard B. Russell, Ga.,
Chairman; Carl Hayden, Ariz.; Millard E. Tydings, Md.; John H. Bankhead, Ala.,
Joseph C. O'Mahoney, Wyo.; Pat McCarran, Nev.; Dennis Chavez, N. Mex.; Burnet R.
Maybank, S. C.; Chan Gurney, S. Dak.; C. Wayland Brooks, Ill.; Clyde M. Reed, Kans.;
Raymond E. Willis, Ind.; Homer Ferguson, Mich. Ex Officio members are Elmer
Thomas, Okla.; Burton K. Wheeler, Mont.; and Arthur Capper, Kans. The DEFICIENCY
APPROPRIATIONS SUBCOMMITTEE is understood to be as follows: Kenneth McKellar,
Tenn.; Chairman; Carter Glass, Va.; Carl Hayden, Ariz.; Millard E. Tydings, Md.;
Richard B. Russell, Ga.; John H. Overton, La.; Elmer Thomas, Okla.; Pat McCarran,
Nev.; Joseph C. O'Mahoney, Wyo.; John H. Bankhead, Ala.; C. Wayland Brooks, Ill.;
Styles Bridges, N.H.; Chan Gurney, S. Dak.; Harold H. Burton, Ohio; Joseph H. Ball,
Minn.; Homer Ferguson, Mich.

THREE FARM LABOR POSTERS. . . . Copy for three posters on the 1945 farm labor program will be ready for the printer in a few days.

One of them--a general poster entitled "Fill It"--shows an empty basket with a field of produce in the background. The second poster is directed at Victory farm volunteers. It shows a boy and girl with appropriate implements on their shoulders headed for farm work. The catch line is "Going Our Way?" The third poster has to do with the Women's Land Army. Its catch line is "Harvest War Crops" and shows a photogenic young lady picking peaches. When copies of these posters are available --in three or four weeks--they will be available at State Extension Offices or the Office of Information, Washington, D. C.

OPA INFORMATION PROGRAM. . . . OPA has a new plan for carrying out an information program for local War Price and Rationing Boards.

Kits of informational aids are sent to the Community Service (Information) Panel Chairman. Each kit contains a brief outline of the problem, and a separate page of suggestions for each member of the local Committee which is made up of representatives of various groups. The first project, covered by kit number one, now in the hands of the Panels, is centered on the 1945 food rationing program. Coming kit subjects include Sugar for Home Canning, Clothing, and Food Price Compliance. Local organizations and agencies will be asked to help in carrying out the projects.

THE CONSUMER TIME show on March 17 will be a dramatization of food superstitions--ancient fads and modern food fallacies. Listeners will be surprised to learn that radishes were once thought to be a good cure for snake-bite. They will also learn that many of the beliefs always taken for granted about everyday food are not true at all. On March 24, the show will be about the day care of children with a pick-up from a Child Care Center in San Diego.

VICTORY GARDENS ON THE AIR. . . . Of the estimated 806,743,000 "listener-impressions" on radio programs scheduled by the Domestic Radio Bureau of OWI during the week beginning March 6, more than 126-1/2 million, or about 16 percent, were on Victory Gardens. Messages on fifteen other war information campaigns were included in the Bureau's weekly schedule.

THE FARMER'S SHARE OF THE CONSUMER'S DOLLAR spent for farm food products in 1944 was 53 cents--the highest of any year on record, according to "The Marketing and Transportation Situation", for February (MTS-30). "Many of the factors which made possible the record high farmer's share in 1944 are quite different from those leading to the 1918 share marking the record high during World War I. Retail cost of the market basket was \$451 in 1944 compared with \$458 in 1918. Payments to farmers for equivalent produce were \$239 in 1944 and \$235 in 1918. The marketing margin, or spread between these valuations at retail and at the farm, amounted to \$212 in 1944 and \$223 in 1918. However, in 1944 marketing agencies received about \$12 of Government payments in addition to the marketing margin, making their total marketing charges for the year \$224, about the same as in 1918. The advantage of 1944 over 1918 in terms of the farmer's share is almost entirely explained by these Government marketing payments. Another factor is the substantial Government payments to food producers in 1944."

"FAMILY FOOD PLANS FOR GOOD NUTRITION," BHN&HE pamphlet No. AWI-78, has been reprinted for use in the 1945 food campaign. Detailed charts for two food plans--one at low cost and one at moderate cost--are given. "How to figure servings" and "Ready-made guides for many good meats" are two other subjects attractively featured. . . . "FOOD FOR GROWTH," AWI-1, has also been reprinted. It appeals to children to eat the right kinds and quantities of foods--and "then go into action" in Uncle Sam's home-defense army of boys and girls. Both leaflets are available from the Office of Information.

OPA'S ENFORCEMENT PROGRAM will be the subject of that agency's regular Thursday evening broadcast over the Blue Network on March 15, at 7:45 EWT. Price Administrator Chester Bowles will give a general picture of OPA's enforcement program touching on the elimination of higher-than-ceiling prices, and the fight against invalid and counterfeit food stamps, gasoline and fuel oil coupons, etc.

SOME RECENT USDA PUBLICATIONS. . . . The first 1944 quarterly issue of "Crops and Markets;" The Farm Real Estate Situation, 1943-44, circular No. 721; Control of Cranberry Fruit Rots by Spraying, circular No. 723; Yields of Barley Varieties in the United States and Canada, 1937-41, Technical Bulletin No. 881.
